

Message Text

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ACTION COME-00

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7400

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FOR COMMERCE/BIC/OED

E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: FOREIGN BUYER GROUPS TO THE U.S. - OFFSHORE
TECHNOLOGY CONFERENCE AND EXHIBITION, HOUSTON, MAY 6-8,
1974

REF: *STATE 006636

1. THE EMBASSY IS VERY INTERESTED IN THE POSSIBILITY OF
COMMERCE ASSISTANCE TO FOREIGN VISITORS TO THE OTC AND
EXHIBITION AND SEES THIS AS A DEFINITE ASSET IN
PROMOTION OF FOREIGN BUYER ATTENDANCE. THE EMBASSY
VIEWS THIS PROMOTION AS WORTHWHILE AND FEASIBLE BY
USING GROUP SPONSORS AS CHANNELS FOR PROMOTION.
WE HAVE ALREADY IDENTIFIED FOUR SEPARATE TRADE MISSIONS
WHICH PLAN TO ATTEND THE EXHIBITION AND WHOSE SPONSORS
CAN BE VERY HELPFUL IN PROMOTION:

A) ABERDEEN JOURNALS LTD., IN CONJUNCTION WITH THE NORTH
EAST SCOTLAND DEVELOPMENT AUTHORITY AND HIGHLANDS AND
ISLANDS DEVELOPMENT, WILL PROMOTE A GROUP VISIT FOR
BUSINESSMEN TO HOUSTON. AN EARLIER MISSION IN MAY '73
NUMBERED 70. THE '74 MISSION IS EXPECTED TO SURPASS
THAT.

B) SCOTLAND WEST (A DEVELOPMENT AUTHORITY LIKE NESDA)
WILL HAVE A MISSION NUMBERING AT LEAST 20 PEOPLE.

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C) BUSINESS MISSIONS INTERNATIONAL, WHICH HAS

SPONSORED SEVERAL PREVIOUS MISSIONS TO HOUSTON, WILL HAVE AT LEAST 20 PEOPLE IN ITS MISSION.

D) THE ASSOCIATION OF BRITISH OCEANOLOGICAL INDUSTRIES WILL BE EXHIBITING AT OTC, UNDER U.K. GOVERNMENT SPONSORSHIP, WITH 25 COMPANIES AND 50 EXHIBITORS. HOWEVER, A DISTINCT BUSINESSMEN'S MISSION NUMBERING 25 WILL VISIT HOUSTON UNDER ABOI'S AEGIS IN ADDITION TO A SMALL PRESS GROUP.

2. ALL SPONSORS WERE INTERESTED IN THE POSSIBILITY OF COMMERCE ASSISTANCE TO COMPLEMENT THE ARRANGEMENTS THEY AS SPONSORS WILL MAKE FOR THEIR MISSION MEMBERS. THIS COMMERCE SERVICE SHOULD BE AN EFFECTIVE AND EASY MEANS TO OBTAIN GOOD PROMOTION HERE IN THE U.K. FOR THE OVERALL EXHIBITION. WE WOULD SEND A LETTER TO EACH KNOWN TRADE MISSION SPONSOR OUTLINING THE FORM OF COMMERCE ASSISTANCE AVAILABLE AND ASK THAT THIS BE INCLUDED IN ANY INFORMATION KIT TO THEIR MISSION MEMBERS. SPONSORS WOULD IDENTIFY BUYERS AND THOSE SEEKING COOPERATIVE ARRANGEMENTS WITH U.S. COMPANIES.

3. PLEASE PROVIDE THE EMBASSY 300 COPIES OF THE OTC EXHIBITION PROMOTIONAL BROCHURE (IN ENGLISH).

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